



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 2/8/2002

GAIN Report #CH2603

# **China, Peoples Republic of**

## **Promotion Opportunities**

### **South China Promotional Opportunities Report**

### **2002**

Approved by:

**Dr. Sam Wong**

**U.S. Consulate General Guangzhou**

Prepared by:

John D. Rutledge

---

#### **Report Highlights:**

**South China is an excellent market for U.S. food and agricultural exports, because the local population has the means to afford high value imports and experience in consuming such products. This report outlines the various opportunities available to U.S. exporters in the South China market and how the ATO can help.**

---

Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Guangzhou [CH3], CH

## **I. South China General Market Situation**

South China, particularly Guangdong province's Pearl River Delta, not only is one of the wealthiest regions of China, but also continues to be an excellent market for U.S. food and agricultural products. In addition, Guangdong province is the home of many of China's food and beverage importers. Taking advantage of the south's more flexible customs regime, these importers bring in millions of dollars worth of overseas products every year for consumption in the region and distribution to domestic markets further north.

Guangdong province's urban residents enjoy one of the highest standards of living in China. In 1999, urban residents of Guangdong province had an average real income of 9,205.60 RMB. During the same year, only the urban residents of Shanghai and Beijing had higher average real incomes. With such relatively high incomes, Guangdong's urban residents in comparison with those of other Chinese provinces often can afford many better quality and higher priced imported products.

Availability of imported food and beverage products is not a problem for south China's consumers. Imports are present on many local retail outlets' shelves and are used as ingredients for many dishes at numerous local restaurants. However, import preferences tend towards products which could be incorporated into local cuisine. In addition, both the retail and HRI sectors prefer purchasing small, single serving packages over bulk packages.

Much of China's imported food and beverage products enter the country through Guangdong province in south China. Local importers like the more flexible customs regime in the region and easy access to Hong Kong's transportation and financial infrastructure. Due to this situation, south China's Guangdong province is the home to many important imported food products wholesale markets which often are the first link in distribution chains that cover all of China. These markets include: Lishui (fresh fruit), Huadu (fresh fruit), Yantian (seafood), Buji (consumer products), and Yide Road (nuts and consumer products).

## **II. Hot Prospects in the South China Region**

Candies  
Fresh Fruit  
Hides/Skins  
Live Seafood  
Milk Powder/Baby Formula  
Nuts  
Poultry Meat and Parts  
Snack Products, General  
Wood, Logs and Lumber

## **III. 2001 South China Trade Delegations**

The U.S. Agricultural Trade Office in Guangzhou will assist U.S. cooperators and local Chinese trade associations in organizing and leading trade delegations from the South China region. Delegation membership will include South China importers and distributors. U.S. exporters interested in meeting delegation members at the respective shows on their itinerary should contact the US ATO Guangzhou.

Seafood Team: 2002

The main purpose of this team is to visit the Boston Seafood show.

Supermarket Team: May 2002

The main purpose of this team is to visit the FMI show in Chicago, Illinois.

Fresh Fruit Team: October 2002

The main purpose of this team is to visit the Produce Management Association's annual trade show and several major U.S. horticultural production regions. The visit will not occur until late October 2002 and team recruitment will begin in earnest after February. At the present time, the specific itinerary for the team has not been set.

#### **IV. 2001 Food, Agriculture, and Forestry related Trade Shows in the South China Region**

Guangzhou

**China International Furniture Fair (Guangzhou)**

Date: 9<sup>th</sup>, 18-21 March 2002; 10<sup>th</sup> 18-21 August 2002

Frequency: Bi-annual

Exhibition Location: Guangzhou Trade Fair Exhibition Hall

Participation Application Deadline: N.A.

Number of Attendees at last event: 31,316

Organizer: China National Furniture Association, China Foreign Trade Center (Group)

Organizer's Address: N.A.

Telephone: 86-20-8667-3473, 8667-8000 x 88515

Fax: 86-20-8668-1629, 8666-3416

Email: [ciff@cecf-exbit.com](mailto:ciff@cecf-exbit.com)

Website: [www.ciff-gz.com](http://www.ciff-gz.com)

Contact Person: N.A.

Additional Information:

**Food & Hotel South China 2002 / Retail China 2002**

Date: 26-28 June 2002

Frequency: once every two years (Food & Hotel South China)/ first time (Retail China)

Exhibition Location: the Guangzhou Trade Fair Exhibition Hall

Participation Application Deadline: N.A.

Number of Attendees at last event: N.A.

Organizer: Hong Kong Exhibition Services Limited

Organizer's Address: 9<sup>th</sup> Floor, Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong

Telephone: 00852-2804-1500

Fax: 00852-2528-3103

Email: [exhibit@hkesmontnet.com.hk](mailto:exhibit@hkesmontnet.com.hk), [alice@hkesmontnet.com.hk](mailto:alice@hkesmontnet.com.hk)

Website: [www.hkesmontnet.com.hk](http://www.hkesmontnet.com.hk)

Contact Person: Ms. Alice Chen

Additional Information:

U.S. exhibitors interested in participating in the show should contact Mr. Robert Chang of

Commerce Tours: telephone: 1-415-433-3072, fax: 1-415-433-2820, and email:

"comtours@aol.com". The ATO Guangzhou also will organize buyer teams to visit the U.S. exhibitors during the show.

### **CFI' 2002 (China Foodstuff Industries Trade Fair 2002)**

Date: 21-24 November 2002

Frequency: N.A.

Exhibition Location: Guangzhou Trade Fair Exhibition Hall

Participation Application Deadline: N.A.

Number of Attendees at last event: N.A.

Organizer: China Foodstuff Industry Association, China Mushroom Association

Organizer's Address: N.A.

Telephone: 86-20-3868-0084/85/86

Fax: 86-20-3868-0200

Email: [sales@2t2.net](mailto:sales@2t2.net)

Website: [www.2t2.net/CFI](http://www.2t2.net/CFI)

Contact Person: Mr. Chen Yong

Additional Information:

### Shenzhen

#### **Seasoning China 2002**

Date: 26-29 March 2002

Frequency: N.A.

Exhibition Location: China International Hi-tech Products Exhibition Hall (Shenzhen)

Participation Application Deadline: N.A.

Number of Attendees at last event: N.A.

Organizer: Guangdong International Exhibition Development Company

Organizer's Address: N.A.

Telephone: 86-20-8758-3376, 86-20-8758-3320

Fax: 86-20-8758-5574

Email: [exposure@public.guangzhou.gd.cn](mailto:exposure@public.guangzhou.gd.cn)

Website: N.A.

Contact Person: N.A.

Additional Information:

#### **8<sup>th</sup> Shenzhen International Leather and Leather Products Exhibition**

Date: 16-19 April 2002

Frequency: Annual

Exhibition Location: Shenzhen High-Technology Exhibition Hall

Participation Application Deadline: N.A.

Number of Attendees at last event: N.A.

Organizer: Shenzhen City Leather Industry Association

Organizer's Address: N.A.

Zhongnan International Plaza, Room 1013

2002 Shennan East Road, Shenzhen 518001

Telephone: 86-755-225-6912, 231-1252

Fax: 86-755-217-2774

Email: [szlia@china leather.net](mailto:szlia@china leather.net), [wyj@china leather.net](mailto:wyj@china leather.net)

Website: [www.chinaleather.net](http://www.chinaleather.net)

Contact Person: Ms. Zhang, Ms. Wang

Additional Information:

### **Shenzhen Food Expo**

Date: 6-9 December 2002

Frequency: Annual

Exhibition Location: China International Hi-tech Products Exhibition Hall (Shenzhen)

Participation Application Deadline: N.A.

Number of Attendees at last event: N.A.

Organizer: Shenzhen Food Industry Association

Organizer's Address: Room 1006, Food Building, 1033 Dongmen Nan Road, Shenzhen 518001

Telephone: 86-755-232-9902, 86-755-233-7991, 86-755-233-7343

Fax: 86-755-233-7745, 86-755-232-9902

Email: [szfood@public.szptt.net.cn](mailto:szfood@public.szptt.net.cn)

Website: [www.cn-szfoodexpo.com](http://www.cn-szfoodexpo.com)

Contact Person: N.A.

Additional Information:

### Zhanjiang

### **2002 Zhanjiang South Asia Subtropical Agricultural Fair**

Date: 25-30 November 2002

Frequency: Annual

Exhibition Location: Zhanjiang International Exhibition Centre

Participation Application Deadline: N.A.

Number of Attendees at last event: N.A.

Organizer: Zhanjiang Municipal People's Government

Organizer's Address: N.A.

Telephone: 86-759-331-4547, 86-759-335-8276, 86-759-335-2475

Fax: 86-759-335-2485

Email: [zj.jinxie@263.net](mailto:zj.jinxie@263.net)

Website: N.A.

Contact Person: N.A.

Additional Information:

Local trade show information will be periodically updated on the ATO Guangzhou web site "[www.atoguangzhou.org](http://www.atoguangzhou.org)".

## **V. Upcoming Supermarket and Restaurant Promotions in the South China Region**

### ATO Guangzhou New Products Promotion

The ATO Guangzhou is planning its second new products promotion for south China. Due to labeling and representation requirements, U.S. exporters of U.S. consumer food and beverage products interested in testing their products in this event are invited to contact the ATO Guangzhou. Participating U.S. exporters will need to contribute a minimum of 300 units of their product for the promotion and to pay for actual cost of shipment and customs clearance. At no cost to the U.S. exporters, ATO Guangzhou will help to identify a local importer/distributor who is willing to represent the U.S. product and to secure clearance for quarantine and safety inspection for the label of the food products. ATO Guangzhou will also help to secure translation for the food label. (Note: The labeling is not a GMO issue. It is a Chinese general requirement for importing any food product.) This offer of free service for label clearance and importer/distributor identification is available to the first 15 U.S. companies who notify ATO Guangzhou of their interest. Please feel free to contact the ATO Guangzhou through our website at [www.atoguangzhou.org](http://www.atoguangzhou.org) or via fax at 86-20-8666-0703.

## **VI. U.S. Agricultural Trade Office, Guangzhou: contact details**

Telephone: 0086-20-86677553

Fax: 0086-20-86660703

Address:

China Hotel Office Tower, 14<sup>th</sup> Floor

Guangzhou, China 510015

Email: [ato@gitic.com.cn](mailto:ato@gitic.com.cn)

Website: [www.atoguangzhou.org](http://www.atoguangzhou.org)

Staff:

Dr. Sam Wong, Director

John D. Rutledge, Agricultural Specialist

Lynda Jiang, Agricultural Trade Specialist

Julie Zhu, Agricultural Trade Assistant

Ivy Li, Office Manager

Tracy Huang, Assistant Office Manager